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Expanding service line without expanding square footage

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Expanding service line without expanding square footage



Baptist Health South Florida

CENTER FOR RESEARCH & GRANTS
LIBRARY AND INFORMATION SERVICES

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OBJECTIVE

To support the family-centered care mission of our organization and its vision of working to improve the health of the communities we serve, we expanded our service line to include consumer health resources. Creative and inexpensive solutions were put in place to meet the challenges presented by a limited budget and no new physical space. Usage data for one such solution, the Awareness Wall, is reviewed to measure impact.

METHODS

The Awareness Wall is used to distribute supplemental print consumer health resources to patients and hospital visitors. It consists of eight vertical racks that are used to hold printed, copyright-cleared consumer health materials on a variety of topics. Each rack includes a highly visible, relevant graphic cover sheet. Printout sources include government websites and licensed content. Four topics are selected based on the top DRGs of the facility; the remaining four are based on the National Health Observances (NHOs) calendar and/or common health and safety issues. Topics are changed monthly and materials are available in English, Spanish and Creole when possible. Data measured include the number of handouts taken every year since the Awareness Wall was launched in 2013.



Baptist
Hospital



South Miami
Hospital



Doctors
Hospital



Homestead
Hospital



RESULTS

In 2013, library visitors took 183 handouts. This increased by 65.03% to 302 in 2014. Our best year has been 2015, which saw an increase of 11.26% to 336. The best performer over all was Doctors Hospital. In fiscal year 2013, it accounted for 90 of the 183 handouts taken from all BHSF library sites, over 49%. It increased 154.44% the following fiscal year to 229 handouts, over three-quarters of all handouts taken. While Baptist and South Miami's numbers are modest, their numbers have increased as of late. Only Homestead has performed below desired results.

CONCLUSION

The Awareness Wall has been well received by library visitors. Given the low cost associated with this program and the benefit received, namely the ability to better align our services with the hospital's mission, we plan to continue it. Areas of further study are whether changes to the signage and location of the Awareness Wall impacts usage, and whether the existence of the Awareness Wall drives increases in the use of other consumer health information services.

Total Awareness Wall
Handouts Taken
FY 2013-FY 2015

